

THE TINKLING OF THE BELLS

Interpretations for All Ages

LISTEN!

Harken to the Tinkling of the Bells of Santa Claus!

The songstress with marvelous voice sways audiences; the simple songs, melodies of human feeling, stir every soul; the violin, the piano, the great organ, and the grand choruses--we delight in them.

To little children the Tinkling of the Bells means far more than finished music to the trained ear; even more than "Home, Sweet Home," sung low and sweet, to the lonesome man in a strange clime--to them it means the wondrous coming of Santa Claus from the realms of Toyland with dolls and horns and drums and choo-choo trains, and lots and lots of candy! Magic, golden hours of childhood, so full of play and laughter and innocent belief in Santa Claus! No wonder children take hold of our hearts--for they are *God's gift--the birth of love*. Children are the joy of motherhood, the strength of fatherhood, the incentive of home and of Christmas time.

To youth and maiden these Tinkling Bells are the music of their young hearts' awakening.

To mother and father the Tinkling of the Bells echoes through children's laughter.

To the man and woman in the twilight of life it is a Christmas carol--a sweet refrain of hope and cheer.

The Tinkling of the Bells lifts mankind from the murkiness of the year's incessant toil to the freshness of inspiration.

The Tinkling of the Bells of Santa Claus is heard abroad in the land. The joyous music floods every soul, penetrates every home, reaching through His word to the humble abode in the shadow of adverse circumstances, where little stockings are meagrely filled--blessing little children and comforting the parents.

Let selfishness melt in the glow of the Christmas spirit--give some token; if not a material present--at least a cheery greeting--but better still, *give a part of yourself*.

THE SPIRIT OF GIVING IS A RHYTHM OF CHRIST'S WORD.

Christ loved us by pointing out higher things. He led us into simpler, sweeter and quieter ways of being. He loved us gently.

Soi may we love others gently--not letting sordid business become king of our hearts--that we may realize the Christian import of the day.

Though but infinitesimal in the broad scheme of being, may we be just and gentle--and in small measure do some good.

For Christmas is the Savior's day--a day of promise and of hope, a day of cheer and to give.

KEITH-O'BRIEN COMPANY.

